



The University of Georgia

University Council
Athens, Georgia 30602

February 9, 2011

UNIVERSITY CURRICULUM COMMITTEE – 2010-2011

Mr. David E. Shipley, Chair

Agricultural and Environmental Sciences - Dr. T. Dean Pringle

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Dr. Rodney Mauricio (Sciences)

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Environment and Design - Mr. Scott S. Weinberg

Family and Consumer Sciences - Dr. Jan M. Hathcote

Forestry and Natural Resources - Dr. Sarah F. Covert

Journalism and Mass Communication - Dr. Alison F. Alexander

Law – No representative

Pharmacy - Dr. Keith N. Herist

Public and International Affairs - Dr. Jerome S. Legge

Public Health – Dr. Marsha C. Black

Social Work - Dr. Stacey R. Kolomer

Veterinary Medicine - Dr. K. Paige Carmichael

Graduate School - Dr. Malcolm R. Adams

Undergraduate Student Representative – Mr. Stephen Thompson

Graduate Student Representative – Ms. Lauren Moret

Dear Colleagues:

The attached proposal to change the name of the minor in Speech Communication to Communication Studies and the major in Speech Communication (A.B., M.A., Ph.D.) to Communication Studies (A.B., M.A., Ph.D.) will be an agenda item for the February 16, 2011, Full University Curriculum Committee meeting.

Sincerely,

David E. Shipley, Chair
University Curriculum Committee

cc: Provost Jere W. Morehead
Dr. Laura D. Jolly



The University of Georgia

Franklin College of Arts and Sciences
Department of Speech Communication

January 5, 2011

Board of Regents
University System of Georgia
270 Washington Street, S.W.
Atlanta, GA 30334

Members of the Board of Regents:

During Fall 2010, the faculty of the Department of Speech Communication sought approval to rename itself as the Department of Communication Studies. Without exception, the faculty now seek approval to have all of its degrees as well as undergraduate major and minor changed from Speech Communication to Communication Studies: A.B., M.A., and Ph.D.

Thank you for attending to this matter,

Barbara A. Biesecker
Professor and Department Head

Approved

1-18-11

Attachment: Justification for the Proposed Name Change from the Department of Speech Communication to the Department of Communication Studies

We are seeking approval to rename the Department of Speech Communication. Between July 15 and July 17, 2010 the departmental faculty voted overwhelmingly in favor of changing our name to the Department of Communication Studies. The recorded vote was 12 yeas, 0 nays, and 1 abstention. In the opinion of the majority of the department, the name change is warranted for the following reasons:

- 1. Because it is more inclusive, the name more accurately represents the various kinds of classes we teach—both undergraduate and graduate—and research we do in the department. That is to say, although speech continues to be a significant object of inquiry for us, it is not our only object of inquiry. *Communication Studies* signals the following foci as well: nonverbal communication, health communication, interpersonal communication, business and professional communication, visual rhetoric, and the rhetoric of the new communication technologies.**
- 2. Changing our name to the *Department of Communication Studies* will signal the department's synchronicity with significant developments in the discipline over the past fifty years. As noted on its webpage, the history of change in the discipline's national organization "reflects the changing priorities and interests of those who engage in research and teaching of communication. Since [its] inception in 1914, this 'changing of the guard' typically has been followed by name changes of communication departments and programs throughout the country." Between 1914 and 1922, ours was the "National Association of Academic Teachers of Public Speaking." In 1923, the membership voted to change the name to the "National Association of Teachers of Speech." In 1946, the organization was renamed the "Speech Association of America" and in 1970 it became the "Speech Communication Association." In 1997 the membership voted on the organization current name, the "National Communication Association." Ours is the only department offering undergraduate and graduate instruction in the arts and sciences of communication in an R-1 university that still calls itself "Speech Communication."**
- 3. Our current name harms our efforts to recruit undergraduate as well as graduate students. Data gathered during the 2009-2010 academic year demonstrates clearly that "Speech Communication" is confusing for both populations: Academic advisors in the Franklin College reported that "undergraduate students don't know what that is," that "it doesn't make sense to them," that "they confuse it with Speech Pathology or Speech Disorders or think its just about Public Speaking." For the past three years, over 30% of graduate degree program applications have to be re-routed to Communication Sciences and Disorders. We do not know how many undergraduate and graduate students do not apply to our program simply because our department does not surface during the typical on-line search (we are not "google-able" in the terms of those programs with which we compete for the best students).**